

MIKELA KINNISON

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Skilled storyteller and communications professional with 10 years' experience working with content for a wide variety of high-profile brands and 3 years' experience managing teams. Multifaceted writer well-suited to speak to both internal and external-facing audiences, and able to digest and translate complex company information for delivery to multiple stakeholders. Evolved digital communicator savvy about new media strategies used in both internal and external communications mediums. Highly proficient in all Adobe and Microsoft programs, HTML, and various content management systems.

PROFESSIONAL EXPERIENCE

Copywriter/Copy Editor | **CLEAR**result; Austin, TX | April 2018-April 2020

- Followed creative briefs to create marketing and internal-facing copy for various Fortune 500 utility companies.
- Worked with art director to brainstorm and deliver creative concepts to clients based on RFP.
- Served as lead copywriter on award-winning demand-response campaign for Baltimore Gas & Electric Company.
- Edited and performed QA for marketing copy initiatives before delivery to client.

Communications Advisor | **H-E-B**; San Antonio, TX | October 2016-April 2018

- Served as ghostwriter for company memos and documents on behalf of President and other senior leadership, including media statements, financial and benefits information, itineraries for important company events, and video, television, and presentation scripts.
- Created and disseminated weekly company newsletter to all members of leadership, quarterly print newsletter to employees, and other companywide collateral, including posters and text alerts.
- Worked with various business partners to curate and manage all content for employee blog with reach of over 75,000 employees.

Sr. Writer/Internal Digital Media Strategist | **Whole Foods Market**; Austin, TX | 2014-2016

- Produced internal-facing content for an audience of 100K employees (both retail and office workers), including emails, newsletters, blog posts, videos, digital flat panel screens and more.
- Crafted employee narrative to attract and retain new hires, as well as engage and inform decentralized employee audience.
- Collaborated with business partners to craft and execute communication strategies for company initiatives, including external marketing programs, crisis communications, non-profit work and the company's new 365 store brand.
- Produced and edited training and employee narrative videos for orientation and learning & development purposes.
- Wrote, edited and curated all content for companywide culture blog with reach of over 100,000 employees.

Director of Digital Content (Promoted) | **Emmis Austin Radio**, Austin, TX | 2011- 2014

- Led the digital team as well as assisted the promotions and marketing departments in achieving audience growth goals through daily content creation and effective brand standards.
- Staffed and managed team of 6 employees responsible for all digital content in support of all Emmis properties including media buys, earned media, advertising campaigns, video content, media requests, artist interviews, and more.
- Established and upheld companywide brand standards, including tone-of-voice, logo and branding, and social media presence.
- Created video series featuring high-profile musicians and local celebrities, resulting in a combined 10,000 views.
- Produced written articles, video interviews and other collateral to contribute to audience growth of station brands online.

Digital Content Editor

- Worked closely with in-house web designers and promotions/program directors to create original content for seven widely varied radio station formats ranging from conservative talk radio to Adult Album Alternative.
- Staffed and managed growing team freelance writers, photographers, and interns, to expand content initiatives.
- Created on-the-ground content and social media activity for SXSW, Austin City Limits Music Festival, Blues on the Green, and other regular station events.

Editorial Coordinator (Contract) | **Myspace, Inc.**; Los Angeles, CA | 2010-2011

- Brainstormed and created original web content for movies, TV, comedy, and celebrity content platforms.
- Served as editorial liaison for Myspace video partnerships and seeded exclusive content through appropriate channels.
- Managed content and maintained editorial calendar for site-wide celebrity "Hijack" campaigns.

Online Marketing Coordinator/Associate Web Editor | **FILTER Magazine**; Los Angeles, CA | 2009-2010

- Conceptualized and managed full-scale interactive marketing and new media initiatives for high profile clients.
- Managed and update editorial content on the FILTER Magazine homepage, as well as send weekly newsletters to 10 different city syndicates.
- Created and publicized viral and grassroots content, as well as developed and maintained unique promotional partnerships.

Digital Marketing Coordinator (Promoted) | MTV Networks; New York, NY | 2008-2009

- Supported marketing initiatives promoting all Nickelodeon digital platforms such as Nick.com, Nick Jr.com and more.
- Supported internal groups to ensure fulfillment of media buys.
- Applied project management skills in scheduling, trafficking, project scoping, resource management and post-implementation evaluation of campaigns for digital games, special promotions, and on-air programming events.
- Analyzed website metrics and conduct market research to determine campaign success
- Created and deployed daily and weekly deliverables including digital newsletters, online banners and email blasts.

Summer Associate

- Chosen as one of 15 Participants in highly-competitive job training initiative.
- Consulted on and assisted with marketing campaigns for MTV and VH1 on-air priorities.
- Participated in the development of print, online, and on-air media plan for the 2008 Video Music Awards including early brainstorming and marketing on day-of-show.
- Assisted in developing new media strategy for the Video Music Awards and new daily programming.
- Held key role in the development of a comprehensive multimedia campaign to support a VH1 "pro-social" initiative. Campaign included print, new media, on-the-ground, and on-air components.

FREELANCE PUBLICATION

2008-Present

Cover Stories

Austin Monthly Magazine
Austin Newcomers' Guide, June 2014
North vs. South, September 2016
San Antonio Magazine
Hill Country Towns, February 2017

Features

Tribeza
CultureMap Austin
Here and Beyond
Austin Monthly
San Antonio Magazine

Marketing Copy

Govino Wine Glasses
Colugo – Strollers & Baby Gear
Nolan Ryan Beef
Brazen Period Supplements
Austin Regional Clinic

EDUCATION

Bachelor of Arts in Communication
St. Edward's University; Austin, TX
Summa cum Laude (GPA: 3.8)